

Targeting Your Customers

Identify a business cluster in your downtown that could participate in a Cooperative promotion “sell” businesses in the same category (competitive cluster)

- What is the business cluster? _____

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

List the businesses in your downtown that could participate in a

- Cross-business promotions “sell” businesses with complimentary goods and services
- What would the event promote or what would the cluster include? _____

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Identify a customer niche that you want to do more business in your downtown and the businesses that would appeal that that consumer group. Who are you targeting? _____

- Niche promotions focus on the consumer group (including visitors) rather than the goods and services

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____